

Overview

Introduce of the contestant and Georgia to participant countries after disqualification from Eurovision 2009 cause of political reasons and giving of the message that Georgia is back to Eurovision again.

Solution

Organizing Georgian Independence Day Party with the participation of senior bureaucrats, international press, embassies, other participant countries' delegacies, famous names of Norway society and state protocol of Georgia as using the opportunity of the contest and Georgian Independence Day's coinciding to same week.

Challenge

Challenge 1: Providing participation of targeted invitees by pulling away 38 countries which organize parties on Eurovision week.

Challenge 2: Allocating the architectural icon of Oslo, Oslo Opera House that many countries demanded for their own organizations exclusively for Georgia.

Challenge 3: Finding creative branding solutions considering to architectural and decorative characteristic of building.

Challenge 4: Preparation and servicing of uncommon Georgian Cookery and wines.

Challenge 5: Showing the modern face of Georgia by keeping Georgia's traditional values.

Challenge 6: Motivating participants of party for attendance for the following years.

COSMO Way

Considering to the fascination of Oslo Opera House which is closed to invitation and party activities was allocated in a month by activating our international relations.

A list of senior bureaucrats, international media, embassies, other participant countries' delegacies, famous names of Norway society and state protocol of Georgia was made and delivering of invitations was obtained.

By forming a temporary office in Oslo, LCV and logistics of organization were carried out.

Within the rules of Oslo Opera House, technological and modern design implementations were made.

Special red and white wines were imported from Georgia and by contribution of a famous Georgian chef, Georgian flavours were prepared with an international menu.

Schedule was made with the invention of internationally renowned Georgian Jazz singer Maia Baratshvili, modern interpretation of Georgian folk dance, international repertory of Eurovision participant Sofia Nizharadze and with the performance of famous dj JIP.

ROE

As a result of true selection of venue and active LCV services, expected attendance was 800 people but attendance of 1200 people are obtained.

In all participant countries the party has widespread media coverage.

The party is declared “The Best Party of Eurovision History” by Eurovision media.

Many proposals to work together and congrats are came from other participant countries’ delagacies after this success.